

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1510

Washington, D. C.

October 23, 1954

N.C.A. Opposes Controls on Diverted Acreage

The N.C.A. on October 18 wrote a letter to the Secretary of Agriculture reaffirming canning industry opposition to proposed regulations limiting the use of diverted acres in 1955.

The letter reviewed in detail the industry's position in favor of freedom for the farm operator to grow crops under contract for processing. Following is the text of the N.C.A. letter:

Dear Mr. Secretary:

On September 15 you announced that the farm program for 1955 will include a requirement that "the 1955 harvested acreage of vegetables, potatoes and sweet potatoes (for the fresh market or processing) and dry edible beans must not exceed the average acreage of these crops planted for harvest on the farm in 1952 and 1953," if the producer is to be eligible for any of the crop price supports which are available in 1955.

During the weeks which have followed, the canning industry has given extensive and serious consideration to these proposed controls on vegetable canning crop acreage.

We wish to thank you and your staff for the opportunity that has been given us to discuss the diverted acres problem and to present our views. Following is a review of the position of the canning industry as expressed in oral conferences. It remains the industry's considered conviction that the supplementary feature of the proposed farm program announced on September 15, insofar as it applies to acreage devoted to the production of vegetables for canning, is unnecessary, unwise, and contrary to the basic principles of a sound farm program.

The special proposed provisions controlling the 1955 harvested acreage of vegetables for fresh market or processing originate in a concern with the use to which acreage diverted from allotment crops will be put. The Department desires "to prevent the mere shifting of surpluses from one crop to another." It is apparently feared that if limitations on the use of diverted acres are not imposed, "these acres will be planted to other crops

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FDA Proposes Regulations Relating to Tolerances for Pesticide Chemicals

The Food and Drug Administration has published proposed regulations relating to the establishment of tolerances for residues of a number of pesticide chemicals on fresh fruits and vegetables and the revised procedures for establishing residue tolerances in accord with the Miller bill amendments to the Federal Food, Drug, and Cosmetic Act. The full texts of the two proposed regulations, including findings of fact, were published in the *Federal Register* of October 20.

The first of the regulations proposes tolerances for 26 pesticide chemicals. These are the result of the extensive hearings conducted by the Food and Drug Administration in 1950. The tolerances are based solely on the data presented at the hearings and do not take into consideration information and data which have been developed since that time. All of the hearings were summarized in issues of the *INFORMATION LETTER* at the time.

Progress of C&T Program Described at Florida Meeting

A new presentation of the N.C.A. Consumer and Trade Relations program, in the form of colored slides with descriptive commentary, was given its first exposure by Vice President George B. Morrill, Jr., at the annual meeting of the Florida Canners Association, October 22, in Hollywood, Fla.

The slide-film series was specially prepared for showing at the state meetings this fall and has been programmed by most of the state and regional organizations.

The slides depict the numerous steps that have been taken since the promotion was authorized by the Board of Directors at the last N.C.A. Convention and demonstrate various methods by which individual canners can tie their own individual merchandising efforts into the campaign, and can use the numerous materials that have been prepared and distributed.

In his introductory remarks, Mr. Morrill stressed the rising curve of canned foods—624,000,000 standard cases as against 558,000,000 cases five years ago, representing an increase of 12 percent, or about one and a half times the population increase. He

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The proposed tolerances would apply only to fresh fruits and vegetables and not to processed foods. They would be issued under Section 406 of the Federal Food, Drug, and Cosmetic Act. In accordance, however, with Section 408(k) of the Act as revised by the recent Miller bill (see *INFORMATION LETTERS* of June 25, July 3, and July 10), they would have the same effect as if issued under section 408.

The proposed regulation at the outset provides that sulfur, lime, and lime-sulfur are not considered poisonous or deleterious substances, and no residue tolerance would therefore be required. Secondly, the proposal provides that no residues of the following pesticides shall remain on fresh fruits and vegetables; in other words, they have a tolerance of zero:

Calcium Cyanide
Dinitro-O-sec. butylphenol
Dinitro-O-cresol
Hexaethyl tetraphosphate (HETP)
Tetraethyl pyrophosphate (TEPP)
Hydrocyanic acid
Mercury-containing compounds
Nicotine and nicotine-containing materials
Selenium and selenium compounds

An extensive table is included in the proposed regulation to set forth the

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Food Industry Patent Abstracts

A new publication containing 265 abstracts or brief descriptions of government-owned inventions applicable to the food industry has been issued by the Government Patents Board.

Entitled *Food Products and Processes*, the book lists government-owned patents for meat products, dairy products, fruit and vegetable products, grain products, sugar, confectionery products, beverages, leavening compounds, fats and oils, starches, flavoring extracts and fruit juices, pectin derivatives, and food product machinery and apparatus.

The book includes the number and title of each patent, the name of the inventor, the government agency administering the patent, and a list of the addresses of the field offices of the U. S. Department of Commerce and the Small Business Administration which may be consulted regarding the availability and use of these inventions.

The Government Patents Board points out that these government-owned inventions ordinarily are available to the public on a royalty-free license basis.

The book on *Food Products and Processes* may be purchased from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., for \$1 a copy.

Among the patented inventions described in the book which are now in successful use are a patented method of preparation of full-flavored fruit juice concentrates which is used for over half of the Florida orange crop; a patented process for full-flavored fruit concentrates well suited for jellies, jams, flavor syrups, and confectionery; and a patented process for preserving foods, through hydrofreezing, which reduces volume and weight about half.

Weather and Crop Bulletin

An improved, easier-to-read, and more timely "Weekly Weather and Crop Bulletin," with new features aimed at making the publication more useful to farmers and farm news editors, was issued October 19 by the Weather Bureau, U. S. Department of Commerce.

Changes were made in the format of this 40-year-old government publication after consulting with present subscribers and with experts in the field of agricultural publications.

To make the material more timely, collection of information and printing

of the bulletin have been speeded up so that it will go out 24 hours earlier than previously.

New features will include special articles describing research work being done to increase understanding of the effects of weather on major crops, descriptions of how weather statistics and forecasts are being used by farm operators, and more complete coverage of the effects of drought.

In addition to stories, charts, tables, and descriptions of the cumulative effects of weather, the new bulletin will contain the Weather Bureau's 30-day outlook twice each month. For the first time, the effects of past weather on major crops, and the future outlook for rainfall and temperatures for the nation will be available in one package.

Information included in the bulletin is collected by the U. S. Department of Agriculture and the Weather Bureau in each state and forwarded by teletypewriter to the Washington office of the Weather Bureau each Monday evening. By law, the crop information cannot be released until noon Eastern Standard Time each Tuesday. Early each Tuesday afternoon the printed bulletins will be rolling off the presses and on their way to the Post Office.

A year's subscription to "Weekly Weather and Crop Bulletin," at \$3 a year for domestic mailing, may be obtained by writing the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Checks should be made payable to the Treasurer of the United States.

Text of Proposed Regulation on Pesticide Residue Tolerances

Following is the text of the regulation proposed by the Food and Drug Administration to establish tolerances for pesticide chemicals on fresh fruits and vegetables, as published in the *Federal Register* of October 20, together with a FDA summary of the pesticides and fruits and vegetables to which tolerances would be applicable:

PART 120—TOLERANCES AND EXEMPTIONS FROM TOLERANCES FOR PESTICIDE CHEMICALS IN OR ON RAW AGRICULTURAL COMMODITIES

§ 120.101 Tolerances for pesticide residues in or on fresh fruits and vegetables. (a) (1) This section designates the poisonous or deleterious substances that, for the purposes of section 406 of the Federal Food, Drug, and Cosmetic Act, are found to be required in the production of the fruits or vegetables named in paragraph (e) of this section. The tolerances established for such substances

apply only to residues resulting from their application prior to harvest. A tolerance in terms of parts by weight for the poisonous or deleterious substance, or poisonous or deleterious residue resulting from its addition, to 1 million parts by weight of the fruit or vegetable is set forth after the name of each of the required substances.

(2) For the purposes of this section, the following substances are not considered as poisonous or deleterious substances: Sulfur, lime, lime-sulfur.

(b) The poisonous and deleterious substances for which tolerances are established by this section are named by their common names wherever practicable, otherwise by their chemical names or by names assigned to them by the United States Department of Agriculture. For the purposes of this section, the substances for which common, group, or Department of Agriculture names are used are as follows:

Name	Refers to—
Aldrin.....	A product consisting of 95 percent of the compound 1,2,3,4,10,10-hexachloro-1,4,4a,5,8,8a-hexahydro-1,4,5,8-dimethanonaphthalene and 5 percent chlorinated hydrocarbons.
Chlordane.....	1,2,4,5,6,7,8,8-octachloro-2,3,3a,4,7,7a-hexahydro-4,7-methanindene.
DDT.....	A product consisting of a complex mixture of 1,1,1-trichloro-2,2-bis (parachlorophenyl) ethane and 1,1,1 trichloro-2 (orthochlorophenyl)-2-(parachlorophenyl) ethane.
Dieldrin.....	1,2,3,4,10,10-hexachloro-6,7-epoxy-1,4,4a,5,6,7,8,8a-octahydro-1,4,5,8-dimethanonaphthalene.
EPN.....	O-ethyl O-paranitrophenyl benzene thiophosphonate.
Ferbam.....	Ferric dimethyl dithiocarbamate.
Fluorine compounds.....	Cryolite, synthetic cryolite (sodium aluminum fluoride).
Heptachlor.....	1,4,5,6,7,8,8-heptachloro-3a,4,7,7a-tetrahydro-4,7-methanindene.
Lindane.....	The gamma isomer of benzene hexachloride.
Methoxychlor.....	2,2-bis(paramethoxyphenyl)-1,1,1-trichloroethane.
Nicotine compounds.....	Nicotine sulfate and other salts of nicotine; nicotine as the alkaloid.
Parathion.....	O,O-diethyl-O-paranitrophenyl thiophosphate.
TDE.....	1,1-dichloro-2,2-bis(parachlorophenyl) ethane.
TEPP.....	Tetraethyl pyrophosphate.
Toxaphene.....	Chlorinated camphene.
Zinc.....	Zinc ethylene bisdithiocarbamate.
Ziram.....	Zinc dimethyl dithiocarbamate.

(c) (1) Where a tolerance is established by this section for parathion, the methyl homologue of parathion may replace all or part of the parathion permitted by such tolerance.

(2) For the purposes of this section, where a tolerance of 5 parts per million for benzene hexachloride is set, it shall be deemed applicable to commercial benzene hexachloride, which is a mixture of several isomers. If the gamma isomer, known as lindane, is used exclusively of other isomers, the tolerance shall be 10 parts per million.

(3) For the purposes of this section, where a tolerance is established for more than one pesticide containing arsenic, found on a fruit or vegetable, the total amount of such pesticides shall not yield more than 3.5 parts per million of As_2O_3 on the fruit or vegetable to which added.

(4) For the purposes of this section, where a tolerance is established for more than one metallic dithiocarbamate (ferbam, ziram, or zineb), the total amount of such metallic dithiocarbamates found on a fruit or vegetable shall not yield more than 7 parts per million of metallic dithiocarbamates, calculated as zinc ethylenebis-dithiocarbamate.

(5) For the purposes of this section:

(i) The following compounds are

members of the class of chlorinated hydrocarbons:

Aldrin.
Benzene hexachloride.
Chlordane.
Chlorinated camphene (toxaphene).
DDD (TDE or Rhothane).
DDT.
2,4-Dichlorophenoxy acetic acid.
Dieldrin.
Heptachlor.
Lindane.
Methoxychlor.

(ii) The following compounds are members of the class of organic phosphates:

EPN.
Methyl homologue of parathion (Metacide).
Parathion.

(iii) Where residues from two or more chemicals in the same class are present on a fruit or vegetable the tolerance for all such residues shall be the same as that for the chemical having the lowest numerical tolerance, with the exception that if there are available chemical or biological methods that permit quantitative determination of each residue, the quantity of combined residues that are within the tolerance may be determined as follows:

(a) Determine the quantity of each residue present.

(b) Divide the quantity of each residue by the tolerance that would

apply if it occurred alone, and multiply by 100 to determine the percentage of the permitted amount of residue present.

(c) Add the percentages so obtained for all residues present.

(d) The sum of the percentages shall not exceed 100 percent.

(d) Residues of the following poisonous or deleterious substances should not remain on fruits or vegetables as prepared for market:

Calcium cyanide.
Dinitro-O-sec. butylphenol.
Dinitro-O-cresol.
Hexaethyl tetraphosphate.
Tetraethyl pyrophosphate.
Hydrocyanic acid.
Mercury-containing compounds.
Nicotine and nicotine-containing materials.
Selenium and selenium compounds.

(e) Each subparagraph of this paragraph lists, under the names of the fresh fruits and vegetables specified, the substances found to be required in their production and the tolerances for the residues of these substances remaining in or on such fresh fruits or vegetables. The abbreviation "p. p. m." means parts per million.

[Following is FDA's summary of the pesticides for which tolerances are proposed to be established and the fruits and vegetables to which they are proposed to be applicable.]

Tolerances established under Sec. 406

Pesticide	Tolerance in p.p.m.	Fruits and vegetables to which tolerance applies
Aldrin	0.1	Potatoes, sweet potatoes
Benzene hexachloride	5	Apples, pears, quinces, apricots, avocados, cherries, citrus fruits, grapes, guavas, mangoes, peaches, nectarines, pineapples, plums, strawberries, asparagus, beans, black-eyed peas, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, corn, eggplants, kale, collards, lettuce, mustard greens, okra, onions, peas, peppers, spinach, Swiss chard, tomatoes
Calcium arsenate	3.5 of combined As_2O_3	Blueberries (huckleberries), raspberries, blackberries, loganberries, strawberries, asparagus, beans, black-eyed peas, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, celery, corn, cucumbers, eggplants, kale, collards, melons, peppers, pumpkins, spinach, squash, tomatoes, turnips
Copper arsenate	3.5 of combined As_2O_3	Cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, tomatoes
DDT	7	Apples, pears, quinces, apricots, avocados, blueberries (huckleberries), cherries, citrus fruits, cranberries, currants, gooseberries, grapes, guavas, mangoes, papayas, peaches, nectarines, pineapples, plums, raspberries, blackberries, loganberries, rhubarb, strawberries, artichokes, asparagus, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, celery, corn, cucumbers, eggplants, endive, kale, collards, lettuce, melons, mushrooms, mustard greens, okra, onions, parsnips, peanuts, peas, peppers, pumpkins, radishes, rutabagas, spinach, squash, tomatoes, turnips
Chlordane or heptachlor	0.1	Potatoes
2,4-Dichlorophenoxy acetic acid	5	Apples, pears, quinces, citrus fruits

<i>Pesticide</i>	<i>Tolerance in p.p.m.</i>	<i>Fruits and vegetables to which tolerance applies</i>
Dicyclohexylamine salt of dinitro-O-hexylphenol	1	Apples, pears, quinces, apricots, cherries, grapes, peaches, nectarines, plums, raspberries, blackberries, loganberries, strawberries, beans, black-eyed peas, celery
Dieldrin	0.1	Apples, pears, quinces, apricots, cherries, peaches, nectarines, onions
EPN	3	Apples, pears, quinces, apricots, cherries, citrus fruits, peaches, nectarines, pineapples, plums, raspberries, blackberries, loganberries, strawberries, corn, lettuce, spinach, turnips, beans, black-eyed peas, beets
Ferbam	7	Apples, pears, quinces, apricots, blueberries (huckleberries), cherries, cranberries, currants, dates, gooseberries, grapes, guavas, mangoes, papayas, peaches, nectarines, plums, raspberries, blackberries, loganberries, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, collards, carrots, celery, cucumbers, eggplants, kale, lettuce, melons, mustard greens, onions, peanuts, peas, peppers, pumpkins, radishes, squash, tomatoes, turnips
Fluorine compounds	7 of combined fluorine	Apples, pears, quinces, apricots, blueberries (huckleberries), citrus fruits, cranberries, grapes, peaches, nectarines, plums, raspberries, blackberries, loganberries, strawberries, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, corn, cucumbers, eggplants, kale, collards, lettuce, melons, mustard greens, okra, peanuts, peas, peppers, pumpkins, radishes, squash, tomatoes, turnips
2-Heptadecyl glyoxalidine	5	Apples, pears, quinces, cherries, raspberries, blackberries, loganberries
Lead arsenate	7 of combined lead	Apples, pears, quinces, apricots, blueberries (huckleberries), cherries, cranberries, currants, gooseberries, grapes, mangoes, peaches, nectarines, strawberries, asparagus, celery, eggplants, peppers, tomatoes, avocados
Lead arsenate	1.0 of combined lead	Citrus fruits (grapefruit, lemons, oranges, tangerines)
Magnesium arsenate	3.5 of combined As ₂ O ₃	Beans, black-eyed peas
Methoxychlor	14	Apples, pears, quinces, apricots, cherries, cranberries, grapes, peaches, nectarines, pineapples, raspberries, blackberries, loganberries, strawberries, asparagus, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, corn, cucumbers, eggplants, kale, collards, lettuce, melons, mushrooms, peas, peppers, pumpkins, radishes, squash, tomatoes, turnips
Naphthalene acetic acid	1	Apples, pears, quinces
Parathion	1	Apples, pears, quinces, apricots, avocados, cherries, citrus fruits, currants, dates, figs, gooseberries, grapes, guavas, mangoes, peaches, nectarines, pineapples, raspberries, blackberries, loganberries, strawberries, artichokes, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, celery, corn, cucumbers, eggplants, kale, collards, melons, mustard greens, okra, parsnips, peas, peppers, pumpkins, radishes, spinach, squash, Swiss chard, tomatoes, turnips
Phenothiazine	7	Apples, pears, quinces
Sodium arsenate	3.5 of combined As ₂ O ₃	Grapes
Tartar emetic	3.5 of combined antimony trioxide	Citrus fruits, grapes, onions
TDE	7	Apples, pears, quinces, apricots, cherries, citrus fruits, grapes, peaches, nectarines, raspberries, blackberries, loganberries, strawberries, beans, black-eyed peas, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, corn, eggplants, peas, peppers, spinach, tomatoes
Toxaphene	7	Apples, pears, quinces, apricots, citrus fruits, peaches, nectarines, raspberries, blackberries, loganberries, strawberries, beans, black-eyed peas, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, celery, corn, cucumbers, eggplants, lettuce, okra, onions, parsnips, peas, radishes, tomatoes
Zineb	7	Apples, pears, quinces, cherries, cranberries, gooseberries, grapes, peaches, nectarines, raspberries, blackberries, loganberries, strawberries, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, celery, cucumbers, eggplants, endive, escarole, kale, collards, lettuce, melons, mushrooms, onions, parsley, peanuts, peas, peppers, pumpkins, radishes, saffron, squash, Swiss chard, tomatoes, turnips
Ziram	7	Apples, pears, quinces, apricots, blueberries (huckleberries), cherries, cranberries, gooseberries, grapes, peaches, nectarines, raspberries, blackberries, loganberries, beans, black-eyed peas, beets, broccoli, cabbage, brussels sprouts, kohlrabi, cauliflower, carrots, celery, cucumbers, eggplants, kale, collards, lettuce, melons, onions, parsnips, peas, peppers, pumpkins, radishes, squash, tomatoes, turnips

FDA Pesticide Regulations

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proposed tolerances and to indicate the fresh food crops to which such tolerances would apply. There are, in addition, specific provisions in this proposal to the effect that when residues of two or more pesticide chemicals of the same class, such as chlorinated hydrocarbons, organic phosphates, arsenicals, or dithiocarbamates, are present, the total of the combined pesticide residues shall be limited.

The findings of fact with regard to evidence at the 1950 hearings, together with the proposed regulation, cover 35 pages of the *Federal Register*. The text of the proposed regulation is reproduced in the INFORMATION LETTER beginning on page 318.

Any interested person whose appearance was filed during the 1950 hearings may, within 60 days of the date of their publication in the *Federal Register*, file written exceptions to these proposed tolerances with the Hearing Clerk of the Department of Health, Education and Welfare, Washington, D. C.

Revised Procedures under Miller Bill

The second proposed regulation would set up the operating procedures for the establishment of tolerances on pesticide chemicals utilizing the simplified procedure added to the Federal Food, Drug, and Cosmetic Act by the recently enacted Miller bill. In addition, as provided by the Act, it would exempt a group of commonly used pesticides from the necessity of a residue tolerance.

In general, this proposed regulation spells out in greater detail the procedural steps for securing a tolerance for a pesticide residue on a fresh fruit or vegetable, including a schedule of fees. It should always be borne in mind that the procedures established by the Miller bill relate only to tolerances for pesticide chemicals in or on fresh fruits or vegetables and not to processed foods, which remain subject to Section 406 of the Act. Of particular interest to the canning industry, therefore, is an interpretation of the relationship between residue tolerances for pesticide chemicals in or on raw agricultural commodities to processed foods. The proposed regulation would provide in § 120.1:

(f) Where raw agricultural commodities bearing residues within a

tolerance permitted under section 408 are used, the processed foods will not be considered unsafe within the meaning of section 406 if:

(1) The poisonous or deleterious pesticide residues have been removed to the extent possible in good manufacturing practice, and

(2) The concentration of the pesticide in the preserved or processed food when ready to eat is not greater than the tolerance permitted on the raw agricultural commodity.

This would mean that where a canner, who used raw agricultural commodities bearing residues of pesticide chemicals for which tolerances had been established, employed good manufacturing practice in removing such residue to the extent possible, the processed food would not be condemned as being adulterated if the level of residue remaining is no higher than the tolerance provided for the fresh fruit or vegetable in question. This would be true even though no tolerance were established for the processed food. To provide for concentrates and dehydrated foods the level of pesticide residue would be measured in the food as ready to eat.

The following pesticide chemicals, when applied prior to harvest, would be exempted by the regulation from the requirement of a tolerance:

(1) The following copper compounds: Bordeaux mixture, copper acetate, copper carbonate, basic (malachite green), copper-lime mixtures, copper oxychloride, copper silicate, copper sulfate, basic, copper-zinc-chromate, cuprous oxide.

(2) N-Octylbicyclo (2,2,1)-5-heptene-2,3-dicarboximide).

- (3) Petroleum oils
- (4) Piperonyl butoxide
- (5) Piperonyl cyclonene
- (6) N-Propyl isome
- (7) Pyrethrum and pyrethrins
- (8) Rotenone or derris or cube roots
- (9) Ryania
- (10) Sabadilla

Such pesticides would not be exempted from the requirement of a tolerance when applied to a crop at time of or after harvest.

All interested persons are afforded an opportunity to submit in writing to the Hearing Clerk of the Department of Health, Education and Welfare, Washington, D. C., their views on this second proposed regulation or request hearing, within 60 days of its publication in the *Federal Register*.

Tri-State Packers Stage TV Promotion of Canned Foods

A canned foods promotion program was staged in Baltimore October 21 by the Tri-State Packers Association with assistance from staff members of the N.C.A. and the Dudley, Anderson & Yutzy organization that are engaged in the current N.C.A. Consumer and Trade Relations program.

The event was tied to a television program over Baltimore's station WBAL-TV on which canners were interviewed on the Homemaker's Show by Molly Martin and Sue Warfield. Taking part in the telecast were Mrs. Mary Lednum of R. I. Lednum & Co., Pocomoke City, Md., and Glenn Knaub of P. J. Ritter Co., Bridgeton, N. J., who also is a member of the N.C.A. C.&T.R. Committee. The program included comment on the importance of canning both locally and nationally, stressing the economy and convenience of canned foods and their many uses. An all-canned foods luncheon was prepared and side dishes suggested in addition to the luncheon items. Members of the Tri-State's Merchandising and Consumer Relations Committees constituted the studio audience.

Before and after the broadcast a program under the chairmanship of Mr. Knaub was held at which a preview of the slide film presentation of the C.&T.R. program was shown and examples of individual canner tie-ins with the promotion were presented and discussed. Participants were Nelson H. Budd and Dr. H. L. Stier of N.C.A. and Don Callahan and Jean Way of DAY.

Recent News-Radio Releases

Various canned foods advantages to the consumer were stressed recently in the following press and radio-TV releases as part of the continuing N.C.A. Consumer and Trade Relations program:

News shorts and fillers, sent in September to 297 newspapers with 22,000,000 combined circulation.

Item in October 5 "Scriptease," weekly release service to 67 radio broadcasters of women's programs with estimated listening audience of 4,000,000.

Item in October "Kitchen-Air," an alternate weekly radio script service to 178 broadcasters of women's programs in 47 states, with listening audience of 12,000,000.

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which need—or would soon need—adjustments themselves.”

With this basic principle, we have no argument. We are cognizant of the fact that the unwise shifting of acres from one surplus crop to another merely builds new problems for the agricultural economy. But we take exception to the conclusion that this principle has any application to crops grown on acreage under contract to a processor and irretrievably committed to sale in the form of the canned product.

Within significant exceptions, vegetables for processing are purchased on pre-season contracts, with price and acreage determined in advance of planting, and with the producer assured of a guaranteed home for his crop regardless of yields or of fresh market volume. The grower of canning crops, knowing in advance the price he will receive when his crop is harvested, is in a position to exercise an individual freedom of choice as to whether he will grow the crop at all. Before the seed is planted, he has the opportunity to enter into a contract covering his entire crop grown on an agreed-to acreage. These customary contract procedures transfer from the grower to the canner the economic hazards of marketing and price decline.

It is recognized that surpluses of the canned product may develop from time to time in spite of the best laid plans. In any well organized society there must be compensation for excesses. The canning industry is no exception. It necessarily follows, therefore, that the surplus of a given year must, in the best interest of both grower and canner, be corrected as quickly as possible through acreage adjustments. This calls for teamwork and a certain amount of sacrifice on the part of both.

A consideration of the basic facts of cannery production and acreage procurement reveals that the proposal of September 15 would not be reasonable if applied to vegetable growers and processors. The canning industry is necessarily not a static one. Our national consumption of canned foods is steadily on the increase in response to our growing population and the favorable price position of canned foods generally. Furthermore, production plans of individual processors, of regional areas, and for the nation at large in respect to particular products are necessarily fluid and constantly shifting.

These circumstances require considerable flexibility in the canner's raw material procurement arrangements, a flexibility made doubly necessary by the fact that the processor deals with and obtains his raw material from individuals who can and do exercise a basic freedom of choice.

The farmer's crop rotation practices, soil needs, financial requirements, personal preferences, and experience all exert a substantial influence on the farmer's plans for any particular year. The relationship between canner and grower is, moreover, a peculiarly personal one, requiring in addition to close geographical proximity an irreducible core of mutual respect and confidence.

This need for mutual accommodation of the plans and programs of each processor and his individual growers results in shifting relationships from year to year. While there is generally a group of farmers who form the nucleus of a canner's family of growers, many canners experience a grower turnover of up to 25 percent annually.

Yet the announced 1955 farm program, as it applies to vegetables for processing, proceeds as if the canner-grower relationship was fixed and immutable. Under the proposed limitations on acreage devoted to vegetables for processing, each producer would be frozen to a 1952-53 pattern of canning crops production. If an individual farmer contemplates dropping out of vegetable production in 1955, that acreage presumably becomes irretrievably lost, not only to the processor but to the nation's total. If because of weather, crop rotation, or personal preferences, the farmer's base acreage of vegetables for processing was below his actual acreage for 1954 or his contemplated acreage for 1955, the farmer is nevertheless limited to his base acreage.

Furthermore, if a local processor desires and is able to offer an expanded market for the production of local farmers, he is precluded from doing so. If a processor's production plans call for increased production of one item with a corresponding decrease of another, he cannot expect to find his goals necessarily coinciding with those of any particular individual farmer with whom he may be contracting, yet he is limited in his acquisition of new acreage. New processing facilities in an area are confronted with similar obstacles.

These illustrations of the immediate and practical difficulties resulting from limiting producers of vegetables for processing to an historical base could be expanded indefinitely. Either an unwieldy administrative control structure is superimposed upon a substantial portion of our agricultural economy without purpose or result; or the program reaches fruition in a host of undesirable restrictive effects. The complexities of attempting to accommodate each farmer's and each processor's needs and production plans, the restraints on expanded outlets for a farmer's production, and the difficulty, if not impossibility, of policing and administering these unnecessary controls at the farm level require no great degree of imagination. We entertain no doubt as to the vigorous op-

position which will be forthcoming from grower and processor alike if the proposed program should reach practical application.

We believe that the flexible free enterprise arrangement of advance contracting answers your basic concern over diverted acreage. We believe that any processor willing and able to provide an outlet for an agricultural commodity, which outlet eliminates all problems of surplus and orderly marketing of the raw product, should be given unqualified government backing in this effort. We heartily endorse your statement that "the long range interests of agriculture and the national economy will best be served when we have less—and not more—government regulation and control." We do not believe that a substantial justification can exist for limiting producers of vegetables for processing to their 1952-53 acreage or that any such program is administratively feasible.

Ervin L. Peterson Appointed Assistant Secretary of USDA

Ervin L. Peterson, new Assistant Secretary of Agriculture, has nearly a quarter-century's experience in dairy and general farming.

His recess appointment was announced October 15 by the White House. The appointment will be effective November 15.

Mr. Peterson will be in charge of USDA's work in the field of Federal-State Relations, in which are included the USDA conservation, research, and educational agencies.

He succeeds J. Earl Coke, who has resigned to return to his former position as director of the Agricultural Extension Service in California, from which he has been on leave since January, 1953.

The new Assistant Secretary has been director of the Oregon State Department of Agriculture since 1943. He is a native of North Bend, Ore., where he farmed from 1931 to 1940. His farming specialty was dairying.

Both his activities in Oregon and his wide experience with the National Association of Secretaries, Commissioners and Directors of Agriculture have given him broad background in local, regional, and national agricultural problems.

From 1937 to 1943, Mr. Peterson was master of the Coos County (Pomona) Grange.

He received his education in California and attended the University of California in Los Angeles from 1926 to 1929.

Canned Beef for Export

The U. S. Department of Agriculture on October 20 announced purchase of 4,516,850 pounds of canned beef for export by the Foreign Operations Administration, at f.o.b. prices ranging from 35.77 to 37.89 cents a pound.

The canned beef and gravy will be packed in one-pound cans, either 24 or 48 to the case. The product will be made from steer, heifer, and cow carcasses grading U. S. Utility, U. S. Cutter, or U. S. Canner.

Livestock and Meat Situation

Production of meat animals will continue large in 1955, with as much higher grade "fed" beef, less grass steer beef, and a little more cow beef; more veal; somewhat more pork; and less lamb, according to a report on *The Livestock and Meat Situation* by the Agricultural Marketing Service of USDA.

The dry weather which reduced the 1954 corn crop and is restricting increases in hog production also damaged ranges and pastures. It stimulated slaughter of cattle this year and limited the potential inventory and slaughter next year.

The number of all cattle and calves on farms January 1, 1955, is expected to be down slightly from last January. Depending on the rate of slaughter, total cattle slaughter in 1955 may be about as large as this year. Prices for cattle are likely to stay close to the level that has prevailed since the middle of 1953.

Considerably more hogs will be slaughtered and more pork produced in the spring and summer of 1955 than in the past year because of the 10 to 12 percent larger fall pig crop being saved in 1954. Later in 1955 the increase in slaughter and pork supply will be narrowed. Prices for hogs in the spring and summer will be much less than the unusually high prices in the spring of 1954. Prices in the fall may not be much below those of this fall.

More sheep and lambs are being slaughtered in 1954 than are being raised, and less will remain on farms and ranches at the beginning of 1955 than a year earlier. Slaughter next year is expected to be down from 1954. Because of the small supply of dressed lamb in prospect, more stable prices seem likely in 1955.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of September has been reported by the Agricultural Marketing Service, USDA, at 100,815 thousand pounds, including quantities for defense.

Canned Meat and Meat Products Processed under Federal Inspection September, 1954

	3 Lbs. & over	Under 3 Lbs.	Total
(in thousands of pounds)			
Luncheon meat.....	8,937	8,543	17,480
Canned hams.....	14,333	346	14,679
Corned beef hash.....	323	4,030	4,359
Chili con carne.....	393	13,256	13,649
Vienna sausage.....	167	4,554	4,721
Frankfurters and wieners in brine.....	13	451	465
Deviled ham.....		448	448
Other potted and deviled meat products.....		5,146	5,146
Tamales.....	140	2,610	2,756
Sliced, dried beef.....	19	339	358
Liver products.....		291	291
Meat stew.....	33	4,774	4,807
Spaghetti meat products	263	3,579	3,842
Tongue (not pickled)...	94	92	186
Vinegar pickled products	841	1,142	1,982
Bulk sausage.....	4	644	648
Hamburger.....	78	1,893	1,971
Soups.....	176	8,567	8,743
Sausage in oil.....	438	340	778
Tripe.....		653	653
Brains.....		164	164
Bacon.....	65	5	70
All other products 20% or more meat.....	360	5,754	6,114
All other products less than 20% meat (except soup).....	416	4,322	4,738
Total all products.....	27,093	71,954	99,047

Stocks of Apple Products

Reports on canners' stocks and shipments of canned apples and applesauce have been issued by the N.C.A. Division of Statistics, and detailed reports covering October 1 stocks have been mailed to all canners packing these items.

Canned Apple Stocks and Shipments

	1952-53	1953-54
(basis 8/10)		
Carryover, Aug. 1.....	178,495	147,390
Pack to Oct. 1.....	335,695	638,923
Supply.....	514,190	786,313
Stocks, Oct. 1.....	299,004	370,552
Shipments during Sept.....	139,449	343,299
Shipments, Aug. 1-Oct. 1....	215,186	415,761

Applesauce Stocks and Shipments

	1952-53	1953-54
(actual cases)		
Carryover, Aug. 1.....	178,804	540,618
Pack to Oct. 1.....	3,471,762	4,345,052
Supply.....	3,650,566	4,885,670
Stocks, Oct. 1.....	1,690,627	3,184,752
Shipments during Sept.....	1,535,209	1,164,618
Shipments, Aug. 1-Oct. 1....	1,959,939	1,700,918

Marketing of Citrus

Citrus fruit industry representatives met October 12 and 13 with officials of the U. S. Department of Agriculture to discuss the supply and demand situation on citrus during the coming marketing season.

The discussion covered production trends and marketing problems, past government programs, the demand situation in the 1954-55 season, supply and utilization estimates, the industry's recommendations to the USDA, and the detailed operations that would be necessary if the industry recommendations are adopted.

The recommendations for consideration by USDA included proposals for continuance of the export program in effect last season and increased purchases of citrus products for the school lunch program.

The industry group at the two-day meeting, which was held at the industry's request, included C. C. Rathbun, Florida Canners Association, Tampa; Marvin H. Walker, Florida Citrus Canners Coop., Lake Wales, Fla.; and L. S. Hamme, Texas Citrus Exchange, Weslaco, Tex.

First Gulf Tuna Catch Landed

The first commercial catch of tuna in the Gulf of Mexico was landed at Pascagoula, Miss., early this month. The fishing vessel *Santa Antonio* made port with 12½ tons of prime yellowfin tuna taken in the central Gulf region. The fish weighed about 100 pounds each.

Last spring Fish and Wildlife Service specialists aboard the exploratory fishing vessel *Oregon* discovered that yellowfin were widely distributed in the Gulf and could be taken at subsurface levels with modified Japanese-style longline gear. Three successful tuna trips have been made to various parts of the Gulf and it has been found that the central Gulf's northbound current, between 88° and 90° W., affords the best yellowfin fishing at the present time. Making use of this information, the *Santa Antonio* proceeded to this area and reported catches as high as 9 tuna per 100 hooks, which the FWS describes as a "very good showing for this type of fishing."

Another commercial vessel, a converted red snapper schooner operating out of Pensacola, Fla., also has begun tuna fishing in the Gulf. Commercial interests in Mississippi are reported to be outfitting a longline vessel, scheduled to begin tuna operations soon.

Repackaging Dairy Products

The U. S. Department of Agriculture is accepting bids for repackaging surplus dairy products. The products included in the program are butter fat, processed cheese, creamery butter, and dry milk solids, which are to be repackaged in cans and other containers.

Inspection and approval by the Dairy and Inspection Division is a prerequisite for eligibility in this program. Information concerning details may be obtained from Donald S. Anderson, Acting Director, Livestock and Dairy Division, USDA, Washington 25, D. C.

On October 19, USDA invited offers to repack approximately 4,679,000 pounds of creamery butter, and for the processing and packaging of approximately 3,740,000 pounds of cheddar cheese. Terms and conditions of these invitations are specified in Announcements LD-8 and LD-10, respectively.

This Week Magazine

The October 17 issue of *This Week* magazine featured canned foods in the article "Glamour Beans," by food editor Clementine Paddleford. The article is accompanied by a color photograph of the special party beans garnished with pineapple. Canned foods included in the article are baked beans, pineapple, plums, dark sweet cherries, tomato juice, catsup, and tomato sauce. Recipes in the feature are favorites of Mrs. Florence Mahoney of Washington, D. C.

The author, Miss Paddleford, is a well known writer who bases her features on foods as served in different parts of the United States. Each year she travels thousands of miles to interview and visit personally the many men and women who come to her attention as being outstanding in the preparation of some particular food. Not only does Miss Paddleford gather favorite recipes and menus through personal interview, but she also likes to visit the home, see and taste the foods and "visit over the back fence." Those familiar with her food articles look forward to meeting the person interviewed as well as adding outstanding new recipes to their own menus.

This Week is a Sunday supplement magazine distributed with 35 metropolitan newspapers having a circulation of over 10 million.

Florida Canners Meeting

(Concluded from page 317)

stated that per capita consumption also is rising for canned foods and now averages about 135 pounds per person per year. He argued that these gains can be further increased by vigorous promotion and selling. Mr. Morrill told his audience that:

"Florida's spectacular expansion of citrus processing and consumption proves that this can be done. Orange canning and concentrating, for example, now delivers to American tables two out of every three oranges grown here. You have taught the world to drink its oranges. One of your bright young statisticians has calculated that you have squeezed 8 million days of leisure into the life of American housewives. The convenience-appeal of canned foods has never been more convincingly demonstrated.

"Just 15 years ago only 4 percent of Florida's orange production was processed; today more than two-thirds is processed. The figure is 68.5 percent processed; 31.5 sold fresh. And this is even a greater quantity than the percentage indicates because in 15 years Florida's orange production has increased more than three-fold. Actually the quantity processed now is 51 times greater than the quantity processed 15 years ago.

"This trend and this accomplishment is a major contribution to the public welfare. The grower and the consumer alike are benefited. Now-

adays the healthful assets of citrus juice are available to child and adult alike the year around, in the home, at school, at fountains, at hospitals, instead of just during the relatively few months each year that juice could be squeezed by individual consumers from the fresh fruit. The grower's market for his raw product is assured; the trend is toward lower prices for the consumer.

"This is a great performance—one of the Seven Wonders of the Food World—but now the manufacturing and merchandising tempo you have established dare not be relaxed. You have built a consumer demand. This creates pressures that tend toward ever-increasing crops, so that even larger proportions of citrus harvests will have to be marketed in the form of processed products. Generally this is true with most canned foods and is one of the reasons for the launching this year, by the National Canners Association of its Consumer and Trade relations program."

Significant portions of Mr. Morrill's address were worked into press releases by the Information Division and mailed to 79 Florida newspapers and 63 canning trade journals. Special radio-TV releases were prepared also for the 165 broadcasting and telecasting stations of the state. The Division also arranged for a radio interview of Mr. Morrill on the "Billie and Jack Show" of Miami's radio station WIOD, which was broadcast the same day he addressed the Florida canners.

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